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FOOD VIEWS in the NEWS

A Service
For Food Editors of Western Dailies

San Francisco, California
April 4, 1947

...HOLD ON TO THOSE RATION BOOKS

Just because the Sugar Control Extension Act of 1947 transferred sugar rationing to the U.S. Department of Agriculture on April 1, that's no sign that any change will be made in present regulations unless and until modified or rescinded by the Secretary of Agriculture. Those brown covered ration books will continue to be used -- even though they may be getting a little frayed by this time.

Spare stamp number 11, good for ten pounds of sugar, is right in that little brown folder that has been your marketing companion for some time. So, hold on to those ration books. Sugar rationing will continue without interruption or break in operation, as necessary personnel will be transferred to the Department of Agriculture, to function under the Sugar Rationing Administration. The Acting Administrator, Irvin L. Rice, of the Sugar Rationing Administration will report to the Secretary through James H. Marshall, who is to serve as Advisor.

When you cash in that spare stamp number 11, it might be a good idea to set up a sugar budget for the family. You budget money and time -- so why not budget sugar? Suppose you are an average family of four. You will receive forty pounds of sugar with the latest stamp, which will be good until September 30. Divide this into the amounts you think you will need for table use (cereal and coffee), cooking, canning, and entertainment. Every budget should include something for entertainment, and in a sugar allotment this night include a thick white frosting on a special cake, a plate of fudge, or a special dessert. Budget your sugar and you won't come up short the last few weeks.

We might add that when budgeting that sugar, you can expect another stamp to become valid about July first if the present outlook doesn't change.

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U.S. DEPARTMENT OF AGRICULTURE

Production and Marketing Administration, Information Service, 821 Market Street,
Room 609, San Francisco 3, California

A BIRTHDAY CAKE WITH 32 CANDLES

On March 27th, the Market News Service celebrated its thirty-second birthday. Way back in 1915, the first market report went out of Hammond, Louisiana, on strawberries. Today, this service is indispensable to farmers and shippers, to buyers and sellers, as well as to the average consumer who wants to know the general trend of prices and availability.

Perhaps the functions of the Market News Service of the U.S. Department of Agriculture are most clearly set out in the section of the Agricultural Appropriations Act which states the duties as: "Collecting, publishing and distributing by telegraph, mail or otherwise, timely information on the market supply and demand, commercial movement, location, disposition, quality, condition and market prices of livestock, meats, fish and animal products, dairy and poultry products, fruits and vegetables, peanuts and their products, grain hay, feeds, cottonseed, and seeds, and other agricultural products." And that's a large order.

Today, there are permanent market news offices operating in seventy-one cities, with seasonal offices in about forty important producing areas. Like the proverb of the great oak that grew from a little acorn, the market news service has expanded and grown to a strong, indispensable organization. We might say the roots of this "sturdy oak" consist of the various market news offices throughout the country; the trunk is made up of the 8,600 miles of leased wire that connects important shipping points and city markets across the nation; while the branches are the reports that are sent out by mail, telephone, telegraph and radio to newspapers,

farmers, shippers and other interested parties. Appropriations are made by both the Federal and State governments to cover the cost.

Let's take the fruit and vegetable reports as an example of how this Market News Service operates. Get on your walking shoes and we'll visit one of the big terminal markets in the West ... San Francisco. Because shipments come in by truck all night, reporters must be on the scene. One man may start work around 9:00 P.M. and stay until morning. Another may come on duty about midnight and check truck receipts until around 7:00 A.M. In the meantime, a couple of reports are issued to the local wholesalers on shipments and receipts. This information is obtained by interviewing between four to five hundred truck drivers on the loads they are hauling and adding to that the complete rail receipts received by phone from the railroads.

Then the selling begins and another man comes on the job about 7:45 A.M. This reporter will interview 50 or 60 salesmen to find out the actual sale prices and whether the market, say on lettuce, is strong or weak. In market news terminology, "strong" means that prices are going up, or if already high, no decline is in prospect. "Weak," on the other hand, indicates a downward trend and implies that prices may be lower the following day.

The reporter who came on duty to cover the selling, then combines the information on truck and rail receipts and prices and issues a mimeographed report to everyone on the mailing list. And the wires start humming with the data collected. These "early birds" are impartial reporters. The prices collected are official as they represent actual sales.

DID YOU KNOW? --

..that last year potato growers produced a tremendous crop on the smallest acreage in 18 years?

..that meat production under Federal inspection for the week ending March 29 was one percent above the preceding week and eleven percent above the corresponding week last year?

..that more than 7 million pounds of chicken were canned in February and about 4 hundred thousand pounds of turkey -- but this is 36 percent below the same period last year and the smallest quantity canned in February in the five years records have been kept?

..that the production of fats and oils from domestic materials is likely to be substantially larger in the year beginning October 1947 than in the current marketing year?

..that in January, February and March of this year, USDA purchased the equivalent of more than 3,400,000 cases of shell eggs in dried and frozen form for foreign accounts and price support?

..that it costs three times as much to dehydrate potatoes, even if raw potatoes are supplied free, as it costs for a comparable quantity of wheat flour, and, as a consequence, exports of dehydrated potatoes have been extremely limited?

..that if any foreign claimant will take flour of higher than 72 percent extraction, additional quantities will be permitted in proportion to the increase in extraction rate, so long as the wheat equivalent remains the same?

BUTTER FOR BISCUITS

Remember when a pat of butter on the restaurant butter plate was a thing to report to your friends? And can you forget those days when you often took along a butter contribution to your hostess when invited out to dinner?

Well, here are the latest figures on butter production in the West. The week ending March 25th, this part of the country produced 81 percent more butter than a year ago. The following week, Western butter production was 85 percent greater than in the corresponding week in 1946. For the nation as a whole, the percentage of increase was 39 percent.

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CANNED FISH, TEA AND CONDENSED MILK,
JOIN THE PARADE

The parade has been in progress for some time. Gradually import controls have been removed on certain commodities as world conditions changed, and now canned fish, tea, and condensed milk have joined the others.

It was announced on the last day of March that such favorites as canned tuna, salmon, sardines and herring need no longer be kept under import restrictions as the International Emergency Food Council has discontinued its recommendations as to world allocations of these food products. They join with a number of other types of pickled, salted and canned fish that have been removed from War Food Order 63 by earlier action. This is also true of tea.

As far as condensed milk is concerned, controls have been lifted in line with Government's policy of relaxing all wartime restrictions as soon as practicable.

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A PROBLEM IN SUBTRACTION

Altogether, there were 178 basic war food orders issued during the emergency. Some, of course, were of short duration. The peak was hit on August 1, 1945 when 94 orders were effective at one time. With the end of the war, addition changed to subtraction. One by one, war food orders bowed out of the scene until today there are just eight left.

Here is the score today. Orders containing restrictive provisions which continue without change are: WFO 63, providing for import controls on certain commodities and from time to time some are dropped from the list; WFO 141, which limits the use of grains (including rice) by brewers and distillers; WFO 7, which regulates the purchase and importation of raw sugar by refiners; WFO 51, which restricts use and distribution of edible molasses; WFO 10, which provides for set-asides of rice by millers, which at the present time is zero (as noted otherwise in this issue); and WFO 2, which formerly required set-asides of butter, but is now effective solely for liquidation of obligations. In addition, WFO 71, which provides procedures by which priorities for the purchase of food are issued and enforced; and WFO 78, which provides for the enforcement of priority or allocation orders or regulations, are also still effective.

Authority for the continuance of war food orders on imports, grain, rice and butter is based on the First Decentral Act of 1947, which expires June 30, 1947. Those on sugar and molasses are authorized by the Sugar Control Extension Act of 1947 which expires October 31, 1947.

THE PRESENT RICE STORY

More rice puddings are in order. Beginning the first of April, mills will no longer have to set-aside 40 percent of their monthly production for Government agencies. The reason for this zero set-aside is that CCC has already acquired all the rice it needs to meet the requirements from the 1946 crop, which consisted principally of purchases of this grain for the Philippines and for UNRRA for use in China.

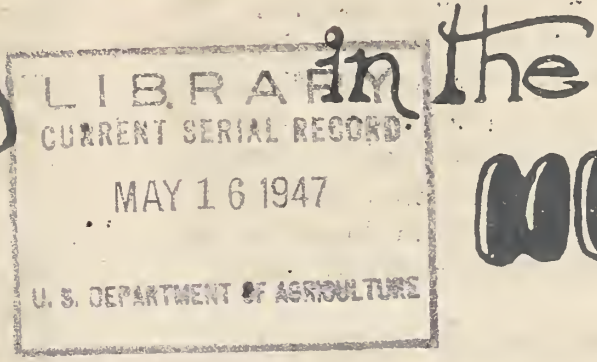
Just what is the rice situation today? According to a report issued by the Food and Agriculture Organization of the United Nations around the first of the year, the world rice crop for 1946-47 will approximate one hundred million tons. This compares with the ninety-one million tons for the previous year and a prewar average crop of one hundred and six million tons. In the rice-surplus areas of Southeast Asia, supplies for export are not expected to exceed two million tons, compared with six million before the war. Korea and Formosa, which prior to the war exported a little over one and a half million tons, will have no exportable surplus this year.

We might point out, too, that even in the two decades before the war, rice production in the Orient failed to keep pace with the growth in rice-eating populations. The wartime decline in supplies has aggravated the condition. As a result, there will be hunger and continuing pressure on the world market for rice and other grains until a substantial increase in food production in the Orient can be secured.

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FOOD VIEWS



NEWS

April 11, 1947

STRAWBERRY SHORTCAKE

Is there anyone who doesn't like a crisp biscuit slipcovered with strawberries and decorated with cream? Well, we can dream, can't we?

Strawberry shortcake is still in the luxury class but the good news of this week is that the supply of those crimson berries that wear bright green caps is increasing in the markets. May and June are the big months for strawberries although we will see early spring strawberries in the western market before that from the Imperial valley, then the mid-spring berries from Salinas and the San Joaquin valley, and along in June, the late spring crop from Oregon and Washington. Of course, strawberries are grown to a limited extent in every state in the Union, as the different varieties are adapted to various weather conditions.

The year 1945 was the low point in recent strawberry production. Acreage in Oregon dropped fifty percent below the average. Across the nation only 87 thousand acres were planted to this popular berry as compared with over 200 thousand in 1929. These are commercial production figures where berries are grown for the fresh market and for processing. In 1946, the crop was thirty percent larger than the previous year, and production will be higher than that, this year, by 28 percent.

All in all, it looks as if we can indulge in strawberry shortcake more often in 1947, not neglecting, of course, strawberry sundae, pie, and ice cream.

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U.S. DEPARTMENT OF AGRICULTURE

Information Service, Production and Marketing Administration, 821 Market Street, Room 609, San Francisco 3, California

A TOUCH OF GARLIC

To many, nothing is as tasteless as a salad without a touch of garlic. To others, a leg of lamb misses perfection unless a clove of this pungent seasoning is tucked into the meat. And we could go on mentioning garlic bread, spaghetti, soups, sauces, casserole dishes and relishes that require the aid of this important little bulb.

But, to the hundreds of farmers in California, Louisiana, and Texas, it means millions of dollars. Most of the commercial garlic is produced in these three states. Last year they raised over twenty million pounds of this bulbous herb that gives even the plainest of foods a flavor lift. This amount is about fifty percent more than the pre-war average, mostly because of higher yields. The acreage has been about the same.

Before the war, a big share of the garlic used in this country was imported, much of it from Europe. With these supplies cut off during the war, the gap was filled by increased domestic production and from imports elsewhere, chiefly from Mexico. Prices to the farmers more than doubled. In fact, the 1946 crop was worth \$2,800,000. It is interesting to note, too, that garlic became a strategic war food. The military forces, lend-lease, and UNRRA took great quantities in dehydrated form.

In recent years, many more families have come to like the garlic flavor. This appreciation of a suspicion of garlic is one more aspect of the cosmopolitan eating habits of the American people.

IT MAY BE NEWS TO YOU—

.. that as of March 15, the average percentage of parity received by farmers rose from 119 to 122 percent? Since October, the rise in prices paid by farmers has been greater than the rise in prices received.

.. that egg production for the United States for the five-month period, October 1946 through February 1947 has been 3 percent heavier than for the corresponding period one year earlier? Increases in the volume going to driers and in home consumption have resulted in a marked decrease in storage stocks of shell eggs .. 2-1/2 million cases less than the five year average.

.. that seventeen major crops produced in this country account for 96 percent of the total acreage of all crops harvested? Corn and wheat combined account for about 45 percent of the total acreage.

.. that according to reports, farmers have indicated they were going to buy 6 percent fewer baby chicks than last year? High feed costs are the chief reason given for the reduction.

.. that the original 400 million bushels grain export target will be reached in April?

.. that a large amount of Argentine linseed oil is scheduled to arrive at New York late this month which will help relieve the immediate shortage of this item? A happy thought for manufacturers of linoleum, paints, varnishes, etc.

.. that about three and a third million families are now being served by frozen food locker plants? Three of the four patrons are farmers.

A GUIDE TO GOOD EATING

This is the time of year when we start thumbing the travel folders with vacations in mind. We gaze longingly at the pictures of water falls, beaches, mountains and rivers, and wish we were there. These folders are guides to future plans.

Today, we have a different kind of a guide. Here the pictures show frosty orange sherbet, grapefruit and avocado salad, angel food cake, peanut butter cookies, dried peach pie, prune bread, and a sliced turkey sandwich on whole wheat with potato salad. This is a guide to the foods that will be on the plentiful list in May across the nation. Briefly these are: potatoes, oranges and canned orange juice, grapefruit and canned grapefruit juice and segments, eggs, peanut butter, dried peaches, turkeys, and small sizes of dried prunes.

The newcomer to our plentiful list is that truly Western product .. dried prunes. Most of these come from the three Pacific Coast states .. Washington, Oregon and California. It's a case of a local product that made good.

We should remember that a prune and its wrinkles are soon parted if cooked correctly, served interestingly, and spoken of with enthusiasm. As for the first part of this business of glorifying the prune, experts tell us that up-to-date prunes scorn soaking. They tell us to cover with water, bring to the boiling point, and cook exactly one hour to give the prune a slick glossy complexion and a rather chewy consistency that is best in most recipes.

If pureeing is the order of the recipe, soak and then simmer slowly for a couple of hours in the same water. For the fashionable prune, add some lemon juice and a hint of salt in the last few minutes of cooking.

When it comes to serving these black beauties in an interesting manner, we should promptly forget that the prune's one and only career is to appear in a saucedish for breakfast. Nowadays, any inferiority complex they might have had has been left behind to attack unsuspecting watery vegetables.

Some Prunisms -

- .. Don't ignore a stuffed olive or a little pickled onion as a stuffing for a cooked prune. Good on the appetizer tray.
- .. If you want to speed up the pureeing process, use a potato ricer. Easier on the disposition, too.
- .. Try your egg beater on a prune whip. Serve with a custard sauce made with the egg yolks.
- .. Forget the calorie charts and serve a prune pie, that has been neatly flavored with some orange and lemon juice, with whipped cream. One good thing deserves another.
- .. A prune cake and a chocolate frosting are partners. Serve with a smile on your face and a song in your heart for a job well done.
- .. Try an upside-down-cake with prune jewels in its crown. And, you'll add a feather to your cap at the same time.

We've cooked the prunes correctly, served them interestingly, and all that remains is to speak of them with enthusiasm. This is no problem!

A PLAN FOR THE FUTURE

We know it's a good idea to plan our wardrobe before taking a trek to the stores as many a dress can be dragged out of retirement and included in our fashion parade. It's an equally good idea to plan what we will can this year, after we take inventory of what is left over from last year, not forgetting a backward glance at the home canned foods that disappeared quickly because of popularity with the family. If we jot down the amount of this food and that, subtracting here and adding there, we will be ready to start the canning season with a definite detailed plan. We might call it a canned food budget.

With this detailed plan for home canning in order, we can watch for the fruits and vegetables we want, catch them when they are the best buy, and thereby stretch our food dollars considerably. And, if we want the benefit of the best canning equipment and expert advice, we'll make an appointment at the nearest Community Canning Center to preserve this produce...

There are 136 Community Canning Centers in the West. Starting with the northern states, there are 22 in Montana, 13 in Idaho, 12 in Washington, 9 in Oregon, 3 large centers built for the purpose in Wyoming, 66 in California, 3 in Utah and 8 in Arizona. In most areas, these start in full swing in May. Right now equipment is being checked and the centers made ready for full production.

In most cases, a fee of seven cents a can is charged. This covers the cost of the cans, the processing and overhead... even the salt and canning ink. This ink, incidentally, is most important. Every person who uses one of these

centers is given a number, and this is stamped on each can processed, along with the date and the name of the food inside. That same number is kept all season. Some of the individuals that use the kitchens have raised the food themselves, others buy the produce when it is plentiful and inexpensive and the supervisors of the canneries will help to locate this food.

Thirty-five percent more people here in the West used the Community Canning Centers last year than the year before. The idea has really been a success. How successful is shown by Idaho's record in the summer of 1946. In those thirteen canneries well over a million cans were processed... and that's an average of over a thousand cans a day. What is also most impressive is their record on spoilage... less than one half of one percent of those million cans.

That record indicates the constant and thorough check that is made on the equipment and the handling of the food. A great deal of this success can be credited to the Food Preservation Specialists of the U.S. Department of Agriculture. They go out, when requested, to set-up new kitchens, to modernize present canneries, to check on food spoilage, and generally lend a hand where needed. These trouble-shooters also advise the folks who are operating the canning centers on the most efficient manner to preserve food, as well as hold training classes in conjunction with colleges and State Educational agencies.

No discussion of Community Canning Centers would be complete without mentioning that 35 percent of all the food preserved is used for the School Lunch Program. But, that story, as well as the plan being tried in Utah this year for a Centralized School Lunch Kitchen Program which will utilize these centers the year round, will have to go until another day.

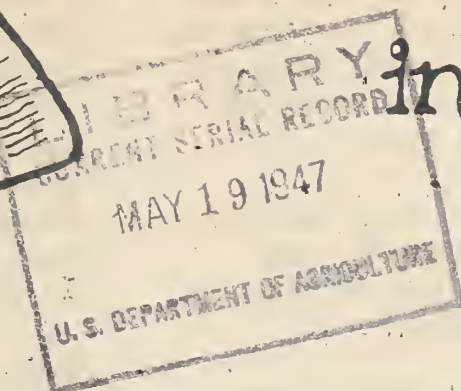
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FOOD VIEWS

in the

NEWS



A Service
For Food Page Editors of Western Dailies

San Francisco, California
April 18, 1947

A MARCH REVIEW

Here's a new report, hot off the presses -- "Last Month In Agriculture" by the Bureau of Agricultural Economics. Now, don't go 'way before you have a look at the index because all of these chapter titles have something to do with the food we eat.

"Winter Wheat" titles the first chapter and we learn that prospects for this crop exceed even the record forecast made last December.

"The Weather" comes in for its share of publicity, too. Cold weather and rain during March delayed the seeding of spring grain so the full intended acreage may not be reached. In fact, slow progress in farm work and vegetative growth was evident in every part of the country but here in the West. Pasture conditions are the poorest they've been in the last five years, but better than most of the twelve

years before 1942.

"Her Highness, the Cow" tops the page about milk production in March. Seems that with fewer cows this year, milk production nearly equalled the record set in March of 1945.

And we close the book for today with the chapter on "Cost of Chickens" which tells us that the prices of chicken and eggs were the highest they have been any March 15th since 1920, but that poultry feed costs also were the highest in the twenty-four years records have been kept.

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Information Service, Production and Marketing Administration, 821 Market Street
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HAVE YOU HEARD --?

ARTICHOKE ADVENTURES

.. that civilians have been allocated approximately 40 percent of the total allocable supply of milled rice for the second quarter of this year? This is three times the quantity we received in the same period last year.

.. that the world's corn crop in 1946-47 was the largest on record? The United States accounted for 60 percent of the world's production.

.. that 87 percent of the women salvaging fat save frying pan grease, 61 percent salvage roast dripping and 48 percent broiler drippings, but only 32 percent save meat trimmings, only 12 percent bother to skim fat from soups, and only 7 percent render down scraps left on dinner plates? And we might add that only 54 percent of the women questioned knew higher prices were being paid these days for salvaged fat.

...that because of the wartime demand for citrus fruit, more trees were planted, many of which will come into peak production during the next five years? As a result, we can look forward to more grapefruit in the future.

.. that India has allocated the United States more black pepper in 1947? Importers in this country have already purchased 2,500 tons of pepper which had been previously allocated; and the new allotment increases this amount to 4,500 tons.

.. that you can add blended citrus juices to the list of foods that will be plentiful in May?

.. that during 1946, over 55 percent of all the milk available for human food was consumed as fluid milk and cream?

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"How do you attack it?" is usually the first question asked by someone who is being introduced to an artichoke for the first time. This edible thistle presents a fierce appearance when first greeted, but proves to be a worthy vegetable companion for any meal of the day. Yes, an artichoke omelet for breakfast is not to be scorned.

There's been many a tall tale related about an Easterner's approach to an artichoke, but it's no flight of fancy to say that approximately eighty percent of all the artichokes grown in the United States come from the coastal regions of the central part of California. Artichokes are as Western as the Golden Gate Bridge.

Artichoke acreage went down after the beginning of the war, but the yield per acre went up at the same time. And right now those acres are producing a good supply of this vegetable, which is selling at the lowest price in a number of years.

So get out those artichoke recipes and give them a whirl. Our old friend, garlic, gives extra "oomph" to a plain boiled artichoke. Some like to add vinegar or lemon juice to the cooking water. Others believe firmly in a couple of whole cloves and a slice or so of onion. Many add a tablespoon of oil to add flavor and glossiness. But, whether just salt or a variety of condiments is used in the cooking, don't forget to let the cooked artichoke stand on its head for a few minutes before serving, so that it won't have to sit in a lake on the serving dish. And speaking of dishes, the larger the better, for otherwise the table cloth may be decorated with discarded leaves.

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A PEEK IN THE SUGAR BOWL

Why is sugar still short? To answer that let's back up a few minutes and look at the history of the sugar supply since 1941, the beginning of hostilities. We didn't eat all the sugar we had on hand in this country. It was a basic raw material of war, like iron, tin and petroleum. Sugar, as acetone, was used in bombs and bullets. Sugar, in the form of industrial alcohol, was used in making synthetic rubber. Sugar, as sugar, fed the men in our military services. In addition, actual warfare cut down production at the same time and prevented raw sugar from getting into this country. The records show that throughout all of 1942 and most of '43, submarines sank about 700 ships in the Caribbean, many of them laden with sugar from the West Indies .. and the sugar we might have had to add to our supplies went to the bottom of the sea.

Where did we get our sugar before the war? Let's look at the map for a minute. Approximately one third of the world's sugar production used to come from the Orient, another third from Europe including Russia, and the last third from the Western Hemisphere. As a result, during world war II two-thirds of the world's producing areas were occupied, destroyed, or otherwise controlled by our enemies, and the problem now is to build up those sugar producing areas again.

What progress is being made? Europe produced 30 to 40 percent more beet sugar in 1946 than in 1945. The Philippines will produce enough sugar for their own use this year, but there probably won't be any substantial surplus until 1948. They used to produce around a million tons before the war .. production in 1947 will amount to about 100,000 tons of centrifugal sugar. Java used to export over a million tons of sugar every

year, but we can't expect to receive any from that country until the political situation there is settled.

What is the situation in Cuba? Recent estimates place the 1947 Cuban crop as high as 5,700,000 if conditions are favorable. The "Sugar Bowl of the World" will have a larger crop than last year if the weather cooperates with enough, but not too much, rain at the right time. From time to time, exports of Cuban sugar from this country are reported. Just remember when you see these statements that the sugar did not belong to us in the first place but to the country to which it is being shipped. This country does buy practically all the Cuban sugar crop as an international agent, or trustee, for those countries that have depended upon Cuba for part or all of their sugar needs. All export supplies are pooled. The raw sugar comes into this country, is refined here, which gives American firms more business, and American workers more jobs, and it is then exported according to allocations set up by the International Emergency Food Council. We keep the sugar that belongs to us right here in this country, and ship the rest under this agreement. This arrangement prevents a mad scramble for sugar, and insures fair prices.

What is the per capita consumption of sugar for the United States expected to be this year? 87 pounds of refined sugar per person as compared with a prewar consumption of about 96 pounds. Don't forget that this country has grown from 130 million to 142 million since prewar years, we are supplying a much larger military force than before the war, and as incomes are higher, demand is higher too. This 87 pounds includes the indicated 35 pounds per person for household use .. table, cooking and canning .. as well as each person's share of canned fruits, jams, bakery products, soft drinks, and candy.

A COLD TRIP

Get on your ear muffs, we're going to have a look at the nation's coolers and freezers. Don your mittens, it's cold where we're going -- cold enough to keep much of the food we serve on our tables in the prime of condition. From farm, to cold storage, to our dinner table is the route that many foods take.

Briefly, here is the story of cold storage holdings today, probably the yearly low point in storage holdings:

<u>Below average</u>	<u>Average</u>
Butter	Apples
Cheese	Cream
Shell and frozen eggs	Lamb & mutton
Pork and lard	

Above Average

Pears
Poultry & fish
Frozen fruits
Frozen vegetables
Beef

Now that we've had a good look at the array of food displayed in the freezers and coolers, let's go outside and talk this over. Let's take the "below average" listing first. Stocks of butter are the lowest for any April first since 1937. Let's skip cheese, and discuss eggs. In recent years, holdings of shell eggs have declined mostly because of the increased stocks of frozen eggs. After all, a dozen frozen eggs take up a lot less room than a dozen in the shell, and these eggs are used extensively by industry. For the last ten years, about nine out of 20 cases were held in frozen form, classified as "whites," "yolks" and "mixed." We might note also that stocks of shell eggs are lower than on any April 1 since 1923. About all we can say about pork is that less than usual went out

of storage in March. The decrease usually runs about 27 million pounds; this year only 6 million pounds departed from cold storage.

The main point to note under the "average" listing is that cream dropped from the "above average" class to "average" in March, as 6 million pounds more than usual changed residence.

Now, let's jump over to that last group, which gives us a clue as to the foods in good supply which should be featured in "the daily three." We have over two hundred thousand bushels of pears on hand here in the West, but it's just about the end of the season, so don't forget a pear salad for a change. Outstanding in the poultry line was a record withdrawal of turkeys during March. The amount of fish on hand gives us a suggestion that we should have more than one fish dinner a week. Across the nation, there are 78 million pounds of fish in storage, compared with the average for the last five years of 51 million. Of that amount, we have over 18 million pounds stored in the three Pacific states and Alaska and supplies here furnish most of the whole Western Area with fish for dinner.

Just to give you an idea of how many frozen fruits and vegetables are on hand, there are 45 million pounds more fruit on hand than last year, and frozen vegetable stocks are 128 million pounds greater. Here in the West, these are the leaders: apples, peaches and apricots, broccoli, corn, peas and spinach.

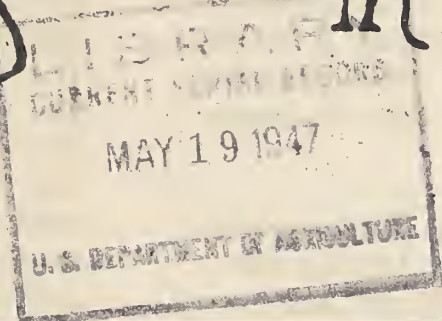
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FOOD VIEWS

in the

NEWS



A Service
For Food Page Editors of Western Dailies

San Francisco, California
April 25, 1947

COMMUNITY PRICING PROGRAM

It's easy to forget, now that price control has been lifted on most all food items, that two commodities -- sugar and rice -- continue under ceilings. We aren't reminded of this fact everytime we go into a store because there are no brightly colored posters to announce it. But, there is still control on prices of these two foods because of the world wide shortage.

The Sugar Rationing Administration of the Department of Agriculture has announced that on May first, uniform dollar and cent retail ceiling prices on sugar will become effective. These are set by community pricing areas in order to achieve a more effective price control at the retail level, and a fair price for all concerned. Prices have been figured according to the type of store and the area. For instance, it costs more to ship sugar into certain localities than in others, and this is taken into consideration.

Added to the actual cost of the sugar, plus transportation, is a definite percentage mark-up.

Ceiling prices for one, two, five and ten pound sizes of granulated sugar, and for the one pound size brown and confectionery sugar, have been figured for Group I and II stores. Large independents and chains will continue to figure their own prices on the same basis. However, in no case may their prices exceed the ceiling set for small independent grocers in their same area.

There will be no posters issued for display in the stores because the cost makes them impractical, but homemakers may find out the exact ceiling price by contacting the nearest sugar rationing branch office, the county agent, or the county agricultural conservation committee.

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Room 609, San Francisco 3, California

CENTRALIZED SCHOOL LUNCH KITCHEN

In our recent discussion on Community Canning Centers, we promised to tell you something about the plan that is being tested in Utah at the present time to utilize the facilities of these Centers the year round. The project is called a Centralized School Lunch Kitchen Program.

Granite School District, just outside Salt Lake City, Utah, is trying out the idea this winter. Their aim is to furnish the 15 schools in that county, with an enrollment of 3000, with hot lunches. This is the way it works:

The personnel report to work at the Community Canning Center at five in the morning and have the Grade A school lunch ready for delivery at ten-thirty. They are operating two trucks to do the transportation job, and have acquired several vacuum cans, which look something like large thermos bottles, to carry the food. Under ordinary conditions, these cans will keep the food at 160 degrees for eight hours, so that each school will receive its lunch piping hot. All the schools have to have are tables, dishes and a sink.

This plan for a centralized kitchen solves two problems. The equipment in the Canning Centers is not lying idle all during the winter, as much of the same equipment can be used for both the cooking of the lunches and canning of produce when in season. And, it also furnishes schools, that do not have the facilities to handle such a project, with a hot lunch. Instead of eating sandwiches, the children have a hot lunch in the middle of the day. The success of this venture will furnish impetus for other school districts to do the same.

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AROUND THE MAY POLE

Standard equipment for the first day of May is a stout pole adorned with ribbons of various colors, which are woven into a neat design by the participants of the dance. At least, that's the general idea although one or two may forget to skip in the right direction. Menu planners have their own May Pole and participants, namely, food plans for the month of May, and the plentiful foods that will weave into and out of the "daily three."

For this month of May, there are sixteen foods that will dance in and out of our menus, the original list given a couple of weeks ago plus four new additions. The old standbys are potatoes, oranges, canned orange juice, grapefruit, canned grapefruit juice and segments, peanut butter, dried peaches, turkeys and eggs. Then we added small sizes of dried prunes and blended citrus juice. The latest arrivals are canned peas, tomato juice, sauerkraut, and cottage cheese.

The production of peas for canning reached an all time high in 1946 with the result that almost a million and a half more cases were processed than in 1945. Of these Grade C, or standard, are the most plentiful. Here's where buying for use and grade will be a help. Grade C peas should be used in mixed dishes such as casseroles and stews for economy. They have the same nutritive value as the higher grades which cost more.

Stocks of tomato juice are over a million cases higher than the average for 1943-45. In fact, more tomatoes were canned as juice this last year than were packed in any other way. It's the season of high milk production, that's why we'll see more cottage cheese, which sells at a reasonable price in comparison with other protein foods.

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WITH AN INTERNATIONAL FLAVOR

The people in Asia, so history says, invented that favorite of this modern age -- sauerkraut. Then the Tartars, knowing a good thing when they ate it, brought the knowledge of how to prepare fermented cabbage to Europe. And, of course, from there it spread to the New World.

Today, we can once more include sauerkraut in our menus as there is a plentiful supply on hand. During the war, when it was hard to find cans of this tangy vegetable, we rather crossed it off our menus, but today it's a different story. According to the packers of kraut, about 70 percent of the 1946 pack is still available where ordinarily only from 20 to 30 percent remains in packers' hands at this time of year. Add to that the fact that the pack was almost double the ten year average production, and it's easy to see why this item now appears on the plentiful list for May.

Perhaps sauerkraut is sometimes misunderstood as it isn't given enough roles to play in our menus. Of course, there's nothing better than sauerkraut cooked with spare ribs, but we might also consider a casserole of sausage and kraut topped with a bit of cheese. And frankfurters also join hands with kraut in a number of ways. For a quick supper, stuff franks that have been slit and spread with mustard with this sour cabbage, wrap with a strip of bacon, and bake or broil until the bacon is done. Or, we might have a very cosmopolitan dish by adding kraut to bacon drippings and sliced onions, seasoning with brown sugar and either caraway seed or whole cloves, and tossing in some sliced franks.

And, we might note right here and now, that pork products aren't the only kraut teammates. If you have any leftover meat and gravy, combine it with sauerkraut and a hint of celery seed, and top with mashed potatoes for a new kind of cottage pie.

STRAWBERRIES STEAL THE SHOW

Hear ye! Hear ye! We present the one .. the only .. the most attractive, inviting and bewitching fruit of the spring season -- the strawberry. These berries, that remind me of a college freshman -- always bright and wearing a green cap -- have so many winning ways that the most bored diner will start looking at the bright side of life. Especially if the bright side of life is a strawberry shortcake.

Now, a strawberry shortcake may be round, square, triangular or irregular .. but no matter how you shape it, it is a captivating tidbit. It needs no advertising. The berries may be whole, mashed, or half and half, as preference here is a family matter. The dessert may wear an interesting top knot of whipped cream .. or a flowing scarf of plain cream that gently mingles with the crimson juice. Someone should write an ode to a strawberry shortcake.

But, while we are waiting to see an ode to this popular American dessert, let's check the cook book for some other ideas. Meringue cases, or Schaum Torte which is simply a larger edition of the same, topped with strawberries and sweetened whipped cream will give the bridge club something to talk about. Individual tart shells, crispy and flaky and golden brown, filled with whole berries and topped with a thick custard or whipped cream, are aristocratic. And you might consider strawberry ice cream or sherbet for a cool ending to a hot day. If you like to eat air with your strawberries, give your egg beater a whirl in a strawberry whip or chiffon pie.

Incidentally, marketing specialists tell us that supplies of strawberries are increasing and prices are lower in the southern and Pacific Coast states. At the present time prices are unchanged in the northern states, with only a slight increase in supply.

SUNNY SIDE UP

We ate them sunny side up, over easy, or poached. We must have baked quite a few angel food and sponge cakes. Anyway, according to reports we used over an egg a day in March. The consumption rate for this last month was 36.7 per capita. This means that we were eating eggs at a rate of 370 a year.

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BRIEF ON BUTTER

The West can pat itself on the back for its record on butter production for the week ending April 17. The national increase over a year ago for the corresponding week was 24 percent, whereas the western area production was 69 percent greater.

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BANANAS IN THE AIR

It would take some higher mathematics to figure out how many banana salads, fritters and pies could be made from 54 million stems of this favorite fruit, but that is exactly the number that were imported to this country in 1946 from the American countries to the south of us. Most of these bananas were the large yellow variety known as the Gros Michel, but this is just one of many kinds of bananas. Others are the Claret variety, so popular around Christmas time; the Lady Finger, one of the most delicate and perishable varieties; the Apple, the flavor of which is suggestive of a mellow apple; and the plantain, or cooking banana. Some of these are so perishable that they can't be shipped, but nowadays, with the increased use of air transportation we may have a chance to try some of those other varieties.

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THIS AND THAT

.. Jesse B. Gilmer, Administrator of the Production and Marketing Administration, in a speech at Dallas, Texas, recently said, "This record of supplying the world with 800 million bushels of life-saving grain in less than two years is a little hard for us to grasp. We are accustomed to big figures in the United States. It is only when we get first-hand reports from abroad, telling what this grain has meant to starving countries, that we understand its true significance .."

.. Secretary of Agriculture Clinton P. Anderson noted recently, "Our present high level of purchasing power and the unsatisfied demands existing for manufactured goods, such as automobiles, washing machines, and building supplies, naturally leave more consumer dollars for food and increase the pressure on food prices. Right now the prices of most agricultural commodities are well above the price support level and the prices of these commodities, therefore, are not affected by the price support program. But rising prices of the things farmers buy mean parity prices for farm products at a higher level and, therefore, farm price support liability at a higher level."

.. The recent report of the Food and Agriculture Organization of the United Nations states that "Very restricted levels of food consumption, particularly among city dwellers, still prevail in much of Continental Europe, the Far East and India. In most of the liberated European countries, bread rations now average about 10½ ounces per day, meat between one and two ounces, and fats about one ounce."

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